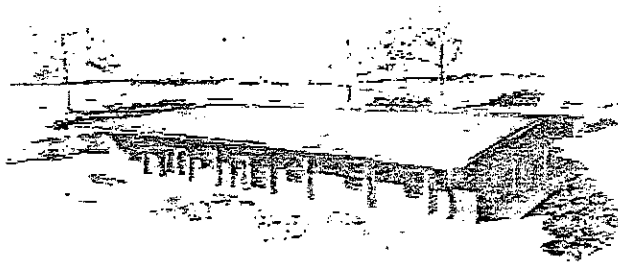


**WPDE/WWMB PSA LIST (FOURTH Quarter 2009) Revised 10/12/09**

8001	TEEN DATING VIOLENCE	:60	Dec-09
8002	ENVIRONMENTAL PROTECTION AGENCY: LEAF	:60	UFN
8003	INDOOR TANNING IS OUT	:60	UFN
<b>8004</b>	<b>DIABETES WAKEUP CALL</b>	<b>:60</b>	<b>7/8/2010</b>
8020	NOBODY'S PERFECT: ADOPTION	:60	2/1/2010
8021	SENIOR CITIZENS LEAGUE	:60	UFN
8022	GUIDE TO IMMUNIZATIONS	:60	UFN
8023	COLLEGE.GOV	:60	UFN
8024	BOYS TOWN: PARENTS	:60	UFN
8034	WHEN YOU START WITH ROTARY	:20	UFN
8035	DAD KNOWS BEST	:20	UFN
8043	HIGH SCHOOL DROPOUT PREVENTION	:30	2/23/2010
8044	DIANE KEATON CANCER PSA	:30	UFN
8053	YOUTH RECKLESS DRIVING	:30	2/16/2010
8119	RECYCLE BATTERIES	:15	UFN
8120	WILDFIRES: KEEP IT SAFE	:15	UFN
8121	BALD EAGLE & GLOBAL WARMING	:30	UFN
<b>8122</b>	<b>VEGGIES &amp; CANCER PREVENTION</b>	<b>:30</b>	<b>UFN</b>
<b>8130</b>	<b>STROKE AWARENESS</b>	<b>:30</b>	<b>8/19/2010</b>
8143	RECYCLING	:30	UFN
<b>8148</b>	<b>NEW UNITED WAY</b>	<b>:30</b>	<b>UFN</b>
8160	WE ALL LIVE DOWNSTREAM	:30	UFN
<b>8164</b>	<b>AUTISM AWARENESS</b>	<b>:30</b>	<b>4/15/2010</b>
8501	DEBT: HOW TO FIND HELP	:60	UFN
8502	KID VID: NATURE EXPLORE (NEW)	:60	6/10/2010
8503	GUARDIAN AD LITEM PSA	:30	UFN
8504	TALK TO YOUR KIDS ABOUT SEX: NEW VERSION	:30	UFN
8505	VETERANS: NOT ALONE	:30	11/11/2010
8506	SC SPECIAL OLYMPICS	:30	UFN
<b>8508</b>	<b>PTA HOMEWORK</b>	<b>:30</b>	<b>UFN</b>
8509	DONATE LIFE: ORGAN DONORS	:30	UFN
8511	JOINTS DON'T JUMP	:30	UFN
8513	MENTAL HEALTH ANTI-STIGMA	:30	11/29/2009
<b>8514</b>	<b>FDIC: MATTRESS</b>	<b>:30</b>	<b>UFN</b>
<b>8515</b>	<b>FORECLOSURE</b>	<b>:30</b>	<b>UFN</b>
8516	MARCH OF DIMES	:30	UFN
<b>8517</b>	<b>EMERGENCY PREPAREDNESS</b>	<b>:30</b>	<b>8/25/2010</b>
8518	LONG TERM CARE	:30	UFN
8519	RED CROSS GIVE BLOOD: CHANGE A LIFE	:30	3/1/2010
8520	KID VID: NUTRITION ED	:30	12/31/2009
<b>8521</b>	<b>GUIDE DOGS FOR THE BLIND</b>	<b>:30</b>	<b>UFN</b>
<b>8522</b>	<b>KID VID: DID YOU PLAY TODAY?</b>	<b>:30</b>	<b>4/15/2010</b>
8524	SHRINERS CHILDREN'S HOSPITAL: Andy Garcia	:20	UFN
<b>8525</b>	<b>BOYSTOWN HOTLINE</b>	<b>:20</b>	<b>UFN</b>
<b>8526</b>	<b>HOSPITALIZED VETERANS: LITTLE ANTHONY</b>	<b>:20</b>	<b>UFN</b>
8528	SLEEP TIGHT: PEST CONTROL	:15	UFN
8529	TEEN AL-ANON	:15	UFN
8530	PLAY SAFE ONLINE	:15	UFN
<b>8533</b>	<b>ORTHODONTISTS</b>	<b>:15</b>	<b>TFN</b>
8534	WEST NILE VIRUS	:15	UFN
<b>8098</b>	<b>(NCSA) ROADWAY SAFETY priority</b>	<b>:30</b>	<b>11/30/2009</b>

**WPDE/WWMB PSA LIST (FOURTH Quarter 2009) Revised 10/12/09**

TEEN DATING VIOLENCE	Crime	:60
ENVIRONMENTAL PROTECTION AGENCY: LEAF	Environment	:60
INDOOR TANNING IS OUT	Health	:60
DIABETES WAKE UP CALL	Health	:60
NOBODY'S PERFECT: ADOPTION	Youth	:60
SENIOR CITIZENS LEAGUE	Tolerance/Community	:60
GUIDE TO IMMUNIZATIONS	Health	:60
COLLEGE.GOV	Education	:60
BOYS TOWN PARENTS	Family/Youth	:60
WHEN YOU START WITH ROTARY	Environment/Health	:20
DAD KNOWS BEST	Family	:20
HIGH SCHOOL DROPOUT PREVENTION	Education	:60
DIANE KEATON CANCER PSA	Health	:60
YOUTH RECKLESS DRIVING	Safety	:30
RECYCLE BATTERIES	Environment	:30
WILDFIRES KEEP IT SAFE	Environment	:30
BALD EAGLE & GLOBAL WARMING	Environment	:30
VEGGIES & CANCER PREVENTION	Health	:30
HORRY COUNTY UNITED WAY	Community	:30
WE ALL LIVE DOWNSTREAM: RIVERKEEPER	Environment	:30
AUTISM AWARENESS	Youth/Special Needs	:15
DEBT: HOW TO FIND HELP	Economic	:60
2009 NATURE EXPLORE	Youth/Environment	:60
GUARDIAN AD LITEM	Youth/Community	:30
TALK TO YOUR KIDS ABOUT SEX	Youth/Safety	:30
VETERANS: NOT ALONE	Prejudice	:30
SC SPECIAL OLYMPICS	Youth/Prejudice	:30
PTA HOMEWORK	Education	:30
DONATE LIFE: ORGAN DONORS	Health	:30
JOINTS DON'T JUMP	Health/Seniors	:30
MENTAL HEALTH ANTI STIGMA	Prejudice	:30
FDIC: MATTRESS	Economy	:30
FORECLOSURE	Economy	:30
MARCH OF DIMES NEW SPOT	Infant Health	:30
EMERGENCY PREPAREDNESS	Environment	:30
LONG TERM CARE	Health/Economy	:30
RED CROSS GIVE BLOOD	Community/Health	:30
NUTRITION EDUCATION	Health/Education	:30
GUIDE DOGS FOR THE BLIND	Special Needs	:30
KID VID: OBESITY PREVENTION	Health/Children	:30
SHRINERS HOSPITAL FOR CHILDREN	Health/Children	:20
BOYSTOWN HOTLINE	Youth	:20
HOSPITALIZED VETERANS: LITTLE ANTHONY	Patriotism/Prejudice	:20
SLEEP TIGHT: PEST CONTROL	Health	:15
TEEN ALANON	Youth/Health	:15
PLAY SAFE ONLINE	Youth/Mental Health & Safety	:15
ORTHODONTICS	Health	:15



**The Manna House**  
*"Feeding the Hungry, Because We Care"*

November 25, 2009

Mr. David Bridgeman  
WPDE  
1510 S. Floyd Drive  
Florence, SC 29501

Dear Mr. Bridgeman,

Thank you for your generous donation to the Manna House. This donation has enabled us to serve nutritious, hot lunches Monday through Friday to anyone in need of a meal. In addition to serving hot lunches, we have recently added breakfast to our ministry. Our Emergency Food Pantry operates three days a week for families in need. Remember, friends are special people who accept you the way you are. They stand by you in trouble or when you're swinging on a star. Your relatives and family are yours because of birth, but friends you pick and choose, because they're folks of special worth. As we go through life we realize our friends become more dear. We consider them our blessings, each time we add a year. Thank you for being a friend to the Manna House.

Sincerely,

D.T.

DAPHINE TEDDER  
Executive Director



*Ascertainment*

Peggy Conlon  
President & CEO

October 29, 2009

Billy Huggins  
President  
WPDE-DT  
1194 Atlantic Ave  
Conway, SC 29526

Dear Mr. Huggins,

On behalf of the Ad Council's Board of Directors, I would like to thank you for WPDE-DT's continued support of our PSAs. In 2008 and through the first half of 2009, your station demonstrated a remarkable commitment to public service by donating valuable and substantial airtime to the Ad Council's PSAs.

It is because of the generosity of stations such as WPDE-DT that enables the Ad Council to raise awareness, change behaviors and ultimately, save lives. In appreciation, we have shared your wonderful support by mailing a letter to Congressman Brown (please see attached). This is one small gesture we make every year to thank those select TV stations who have demonstrated a commendable commitment to our PSAs.

We are happy to report that in 2008, the media--TV, cable, radio, newspaper, magazine, online, alternative and outdoor --donated \$1.8 billion in time and space to our campaigns. It is only because of the collective and extraordinary generosity of stations such as WPDE-DT that we can proudly report such an impressive amount.

Moreover, broadcasters such as yourself allow the Ad Council to continue to communicate critically important messages to local communities across the nation. Your support has been essential -- whether it's our campaign to support the mental health needs of veterans, end childhood hunger, prevent foreclosures or raise awareness about the importance of early detection for autism.

For 67 years, the Ad Council's mission has been to leverage the power of the media and advertising communities to create positive social change. WPDE-DT's support and commitment to public service makes that possible and we are extremely appreciative.

Should you have any questions please contact Lynn Conran, Assistant Manager of Media Marketing at lconran@adcouncil.org or (212) 984-1927.

Kind Regards,

Peggy Conlon  
CEO



Peggy Conlon  
President & CEO

October 29, 2009

The Honorable Henry E. Brown Jr.  
United States House of Representatives  
103 Cannon HOB  
Washington, DC 20515

Dear Congressman Brown,

The Ad Council, the nation's largest provider of public service advertisements (PSAs), is pleased to inform you of the exceptional support our PSAs received from television station WPDE-DT (located in your Congressional district and owned by Barrington Broadcasting Group LLC).

For over sixty-five years, the Ad Council has relied on the pro bono resources of the advertising agency and media communities to deliver thousands of inspirational messages to the American people. Our PSA campaigns, created in partnership with our Federal Government and non-profit partners, raise awareness, change behaviors and save lives.

The Ad Council's PSAs could never reach the public without the generous support of our media partners and stations like WPDE-DT. Rather than paying for airtime for our PSAs, we rely exclusively on donated advertising time from the media. We are delighted to report that in 2008, the media donated an unprecedented amount -- \$1.8 billion in free airtime and space.

In 2008 and the first half of 2009, WPDE-DT donated valuable airtime toward our PSAs. Their steadfast commitment to public service allows the Ad Council to communicate important messages to your constituents, helping the families and communities of your district.

Because of the media's remarkable generosity, the Ad Council is able to communicate critical messages to the public on a wide range of pressing social issues including foreclosure prevention, ending childhood hunger, veteran support, father involvement and high school drop out prevention.

Please join me in commending WPDE-DT for using its valuable airtime to improve the lives of your constituents.

If you have any questions regarding this TV station's notable contributions, please have your office contact Danna Kulzer, the Ad Council's Director of Nonprofit and Government Affairs at [dkulzer@adCouncil.org](mailto:dkulzer@adCouncil.org) or (212) 984-1905.

Sincerely,

Peggy Conlon  
CEO

cc: Billy Huggins, President, WPDE-DT  
James Yager, President, CEO, Director, Barrington Broadcasting Group LLC



Ascent Alignment

Peggy Conlon  
President & CEO

October 29, 2009

Billy Huggins  
President  
WWMB-DT  
1194 Atlantic Ave  
Conway, SC 29526

Dear Mr. Huggins,

On behalf of the Ad Council's Board of Directors, I would like to thank you for WWMB-DT's continued support of our PSAs. In 2008 and through the first half of 2009, your station demonstrated a remarkable commitment to public service by donating valuable and substantial airtime to the Ad Council's PSAs.

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Moreover, broadcasters such as yourself allow the Ad Council to continue to communicate critically important messages to local communities across the nation. Your support has been essential -- whether it's our campaign to support the mental health needs of veterans, end childhood hunger, prevent foreclosures or raise awareness about the importance of early detection for autism.

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Kind Regards,

Peggy Conlon  
CEO



Peggy Conlon  
President & CEO

October 29, 2009

The Honorable Henry E. Brown Jr.  
United States House of Representatives  
103 Cannon HOB  
Washington, DC 20515

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Sincerely,

Peggy Conlon  
CEO

cc: Billy Huggins, President, WWMB-DT  
Louis Wall, CEO, Sagamorehill Broadcasting



November 1, 2009

Dear Patron,

On behalf of the Executive Committee, of the Band Boosters for Socastee High School, I would like to extend my gratitude for your support for our annual Beach Band Blast Marching Band Competition. By placing an advertisement for your business in our program, not only were you showing support for our marching band program but you reached hundreds of new customers who will appreciate your support of our program.

Please find enclosed a program that was available at the Beach Band Blast Competition, for your review. I hope that you find the high quality to your standards and enjoy the patronage from the community as a result of seeing your ad in our program. We look forward to your support in the future. We thank you for your support for community programs and wish your business lots of business in the future.

Thank you again for your support.

Sincerely,

*Tricia Sims*

Tricia Sims  
Band Booster  
Secretary 2009-2010  
[tricia.sims.1@gmail.com](mailto:tricia.sims.1@gmail.com)

**Home of  
The Marching Braves  
Socastee Jazz**

**Concert Band**

**Socastee Visual Ensemble**

**Socastee Drum Line**

**Various Chamber Ensembles**

**CHERYL POLENICK  
DIRECTOR OF BANDS**

**PERRY DALTON  
BAND BOOSTER PRESIDENT**

**P.O. Box 30216  
Myrtle Beach, SC  
29588-0004**

**4900 Socastee Boulevard  
Myrtle Beach, SC  
29588-7220**

**Office: (843) 293-9054  
Fax: (843) 293-3393**

**Email:**

**[cpolenick@horrycountyschools.net](mailto:cpolenick@horrycountyschools.net)**